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Los Angeles

the

Chicago

of the

Southwest

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IN EXCHANGE
N. Clark

The Chicago of the Southwest

Written for the Los Angeles Chamber of Commerce by Harry Ellington Brook

Our "Glorious Climate"

A city that has made a growth from a population of 11,000 in 1880 to one of 150,000 today, multiplying its inhabitants more than thirteen times in less than a quarter of a century, is certainly something out of the ordinary, even in this country of rapidly growing cities. It is not without reason that Los Angeles has been termed the "Chicago of the Southwest."

WALK IN

WINTER SCENE, LOS ANGELES

The first question usually asked by newcomers who mark the wonderful activity displayed here in city building is, to paraphrase Shakespeare: "Upon what meat doth this our city feed, that it has grown so great?"

First and foremost, as a reason for the phenomenal development of Los

Angeles and Southern California, may be placed our "glorious climate." It is a hackneyed subject, and some of

OUNTAIN TRAIL TO WILSON'S PEAK, SOUTHERN CALIFORNIA

our Eastern friends are inclined to sneer at it, but after all it is a valuable asset, not only on account of the pleasure which it adds to life, but because it brings us a large immigration of wealthy settlers, who are tired of the rigor of an Eastern winter and the torrid heat of an Eastern summer, also because it facilitates the

SAN GABRIEL MISSION, NEAR PASADENA

cultivation of valuable crops that cannot be raised elsewhere in this country, and, furthermore, it facilitates certain lines of manufacturing, which work under disadvantages east of the mountains.

One of the main features of the climate of Southern California is its

equability, there being a difference of only 13 degrees between the average maximum for July and December in Los Angeles, and a difference of only 16 degrees between the average minimum for the same months. Another notable feature of the climate of Southern California is the dryness of the atmosphere, which facilitates perspiration, so that a temperature of 100 degrees is less oppressive than one of

A GOOD BATH AT TERMINAL ISLAND IN JANUARY

85 degrees on the Atlantic coast. Many Eastern people who visit Los Angeles during the winter months are accustomed to observe that it must be awfully hot in summer, considering that it is so mild in winter. This is not true. As above stated, there are only a few degrees difference between the summer and winter climates. The

main distinction lies in the rainy and dry seasons. Rain falls between November and March, the average total rainfall being about 15 inches for the season. Two or three days of rain are followed by weeks of cloudless skies. It is no wonder that invalids rapidly regain their health in this balmy climate, especially when they are wise enough to avoid the cities and take to the foothills, or mountains, or the seashore.

Products

It is, however, by no means only to climate that we look for our living in this section. This may easily be seen from a statement recently published by the Los Angeles Chamber of Commerce, which showed that the estimated value of the principal products of the seven southern counties of California, of which Los Angeles is the commercial metropolis, for 1902, aggregated $97,000,000, including miscellaneous manufactured products. The most important of these products were citrus fruits, $11,000,000; gold and silver, 4,071,800; petroleum, $12,500,000; borax, $1,286,000; hay, $3,250,000; vegetables, and fruits consumed, $3,500,000; dried fruits and raisins, $2,300,000; grain, 4,607,500; canned goods, $1,600,000; sugar, $4,250,000; nuts, $1,750,000; cement, clay, brick, sandstone and granite, $1,104,000; beer,

$950,000 ; beans, $2,000,000 ; pork, beef, mutton, dressed, $3,328,982 ; miscellaneous manufactured products, $32,000,000.

A SOUTHERN CALIFORNIA DRIVEWAY

A Trading Center

Los Angeles is rapidly becoming an important trading center, not only for retail establishments, but also for jobbers and wholesalers. The trade of our wholesale merchants extends from Central California on the north, to Arizona and New Mexico and Sonora on the southeast. With the comple-

CARRYING MILK IN BOSTON, JANUARY 1ST

tion of the government deep sea harbor at San Pedro, work upon which is now far advanced, we may look for an important trade with the Orient, Los Angeles being the western end of the shortest line between the two oceans. When the Isthmian canal is

completed, this trade will be vastly increased.

Manufacturing

A few years ago it was not believed that Los Angeles could ever become an important manufacturing city, because fuel was so expensive, coal at at that time costing about $10 a ton. Since then this has been changed by

CARRYING MILK IN LOS ANGELES, JANUARY 1ST

the development of petroleum. It costs at present about 75 cents a barrel, equivalent to about $2.75 per ton for good coal.

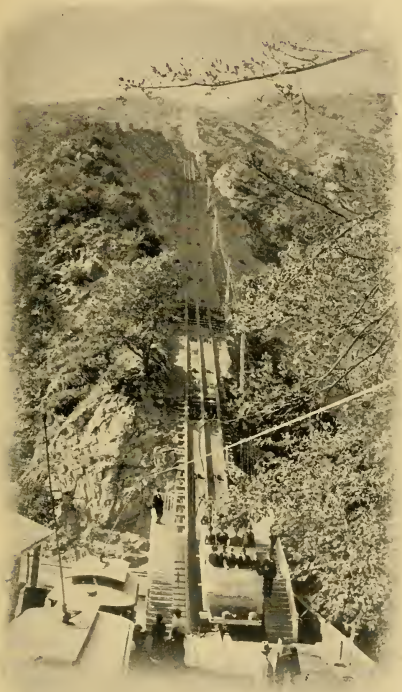
Still cheaper power is furnished by electricity, derived from mountain streams, which is brought to Los

Angeles from the Santa Ana cañon, in San Bernardino county, a distance of 85 miles. Work is now under way upon a still longer transmission line from Kern county, a distance of nearly 200 miles.

Another advantage possessed by manufacturers in this section is found in the high freight rates from the east, which act as a sort of a protective tariff. The mild climate makes unnecessary the construction of costly buildings for factories, or expenditure for heating in winter. The dryness of the atmosphere greatly facilitates manufactures in which wood and glue or wool play a part, and it is believed that ere long this city will become a great center for such branches of manufacturing. Last, but not least, our manufacturers and business men in Los Angeles enjoy the great advantage of being free from those troublesome and demoralizing labor disturbances, which are so common in most of the large manufacturing cities of the country. Public opinion in Los Angeles has no sympathy with strikers and boycotters.

The report of the United States census showed that the annual value of the manufactured products in Los Angeles in 1900 was $21,297,537. It is a conservative estimate to say

that this amount is today at least 50 per cent greater, and is rapidly growing.



MOUNT LOWE INCLINE

Building

It needs but a brief trip around the city to show that building is most active in Los Angeles. Indeed, buildings have been going up during the past year at the rate of over $1,000,000 a month. The total value of the 6348 building permits issued for the year ending November 30, 1903, amounted to $13,175,446. For several months Los Angeles has ranked fourth or fifth among the leading cities of the United States in the value of building permits, and has usually led all cities of the country, including New York and Chicago, in the number of buildings erected. This shows that Los Angeles, like Philadelphia, is a city of homes. There is probably no city in the country where so large a proportion of people of moderate means own their homes, or are acquiring them by installment payments. This, of itself, is a guarantee for commercial peace and good government.

Solid Banks

Turning to the banks, we find an equally encouraging condition of affairs. The banks of Los Angeles have been noted for their conservatism and stability, having come unscathed through financial panics when banks throughout the country were tottering and falling.

There are in the city of Los Angeles twenty-two banks, including national,

STREET SCENE, LOS ANGELES

state and savings banks. Their combined capitalization, according to the latest statement available, amounts to $6,100,000; surplus and undivided profits, $2,664,528; deposits, $51,334,659; loans, $35,946,228; total assets and liabilities, $62,586,887.

In the Los Angeles clearing house are twelve banks, nine of them being national banks. Their combined capitalization, as shown by the responses to the last clearing house call, $4,650,000; surplus and undivided profits, $1,907,174; deposits, $30,154,575; loans, $19,569,031; total assets and liabilities, $39,197,949.

There are ten savings banks with a combined capitalization of $1,450,000; surplus and undivided profits, $757,354; deposits, $21,180,083; loans, $16,377,196; total assets and liabilities, $23,388,937.

As compared with the statement of December, 1902, the commercial banks show an increase of capitalization of $1,300,000; increase of deposits, $3,444,339.

The savings banks show an increase of two; an increase in capitalization of $700,000; an increase of deposits of $5,393,918; increase of loans, $4,344,143.

The aggregate banking assets (all classes) have increased within the year more than $11,000,000.

Records of the clearing house of Los Angeles city banks show the total clearings for the fiscal year ended September 30, last to have been $228,527,582. For the previous year the aggregate clearings were $225,917,730, showing an increase of over 27 per cent.

This is certainly a remarkable showing for a city of less than 150000 population, so far from the great financial centers of the country.

A Tale of Two Cities

Comparisons are said to be odious, but a brief comparison of certain features of growth between Los Angeles and the chief city of the State can do no harm. Here are statistics from the United States census showing the percentages of increase of population, manufactures and bank clearings in San Francisco and Los Angeles for the decade 1890-1900:

	SAN FRANCISCO	LOS ANGELES
Population,	15	103
Manufactures,	2*	115
Bank Clearings,	22	300

*Decrease.

The Social Side

So much for the material resources and advantages of Los Angeles. As to the social side, equally much might be said. The population of Los Angeles is cultured and cosmopolitan, including representatives of every state in the Union, and almost every country in the world. School houses, churches, clubs and lecture rooms abound. There is every facility for acquiring education in art and music. Those who are "on pleasure bent"

need never have an idle moment. There is scarcely a day in the year in which life in the open air may not be enjoyed. In the summer the pine-clad mountains attract many lovers of nature, and the numerous beaches are crowded with health and pleasure seekers, some in neat cottages and others in tents. The fishing in the ocean is unsurpassed, and every place of importance has its golf club, with enthusiastic members. Polo and tennis are also among the popular outdoor sports. Tallyho parties to places of interest are frequent.

Los Angeles and the neighboring section is rapidly filling up with beautiful homes, built by eastern people of wealth and culture, most of whom have first come here merely for a brief pleasure trip, then have returned, and finally have been won by the charms of this peerless section and have become permanent residents.

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